

BANK RAYA

JAKARTA



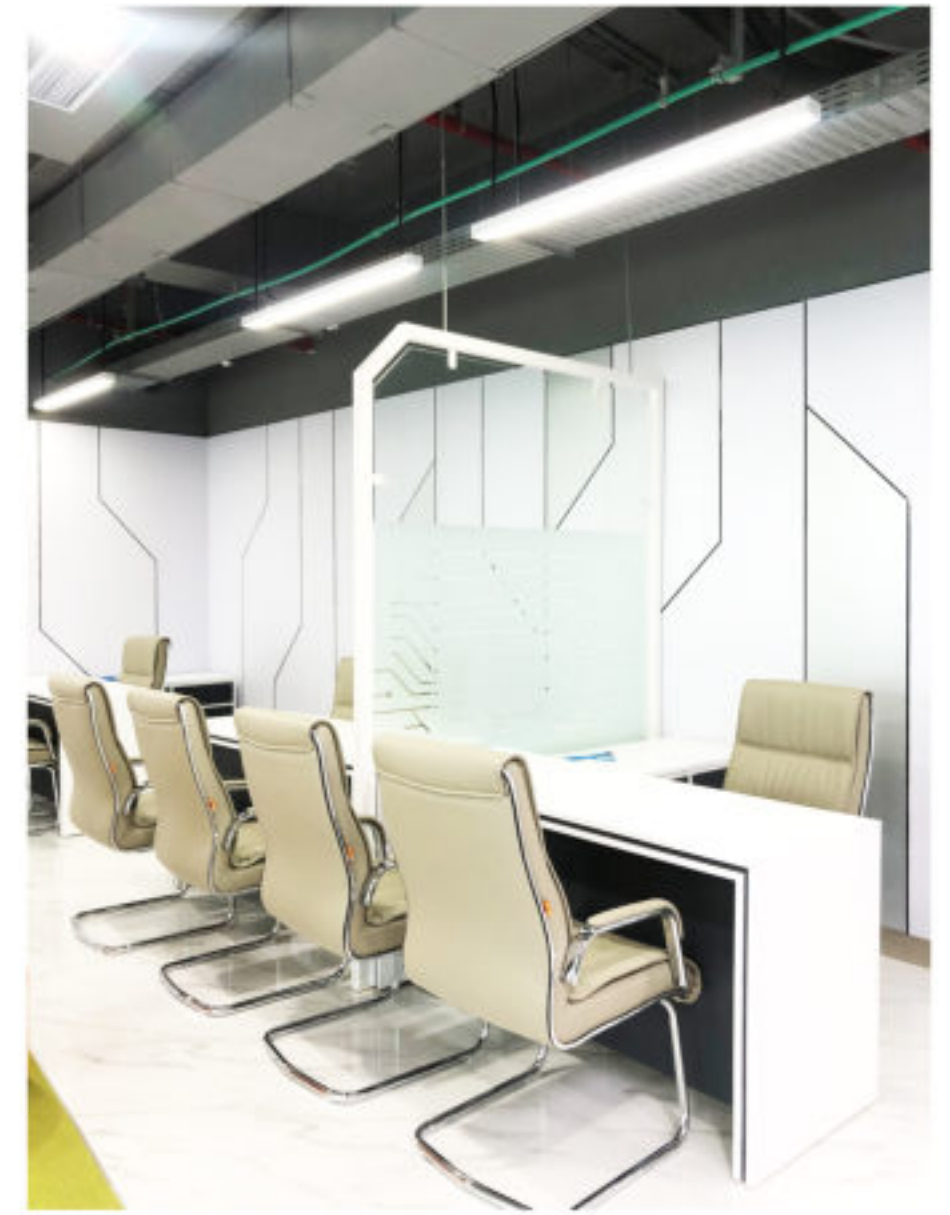
The interior design of this IT space is based on a futuristic concept that emphasises comfort and efficiency of space, as well as the use of modern elements such as innovative lighting and a flexible layout. The design incorporates a variety of materials, including metal, glass, and composite materials, which contribute to a sleek and high-tech aesthetic. The dominant colours are neutral tones, such as white, grey, and black, which are combined with bright accents to create a modern and dynamic ambience. The futuristic interior design reflects technological advancements while also prioritising user comfort, fostering a productive and collaborative work environment and providing an inspiring visual experience.



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The design is based on a functional and efficient layout. Each element has been selected and placed with the aim of optimising productivity and comfort. The space is designed to be open and minimalist, and the lighting uses LEDs with geometric designs or recessed lighting that provides ambient effects and creates a calm yet focused atmosphere.



The cutting-edge interior design for this IT space is not only aesthetically pleasing but also highly functional. Every element of the space is designed with the objective of increasing productivity, comfort and user satisfaction. This space is therefore an ideal environment in which to foster innovative ideas and future technology solutions.

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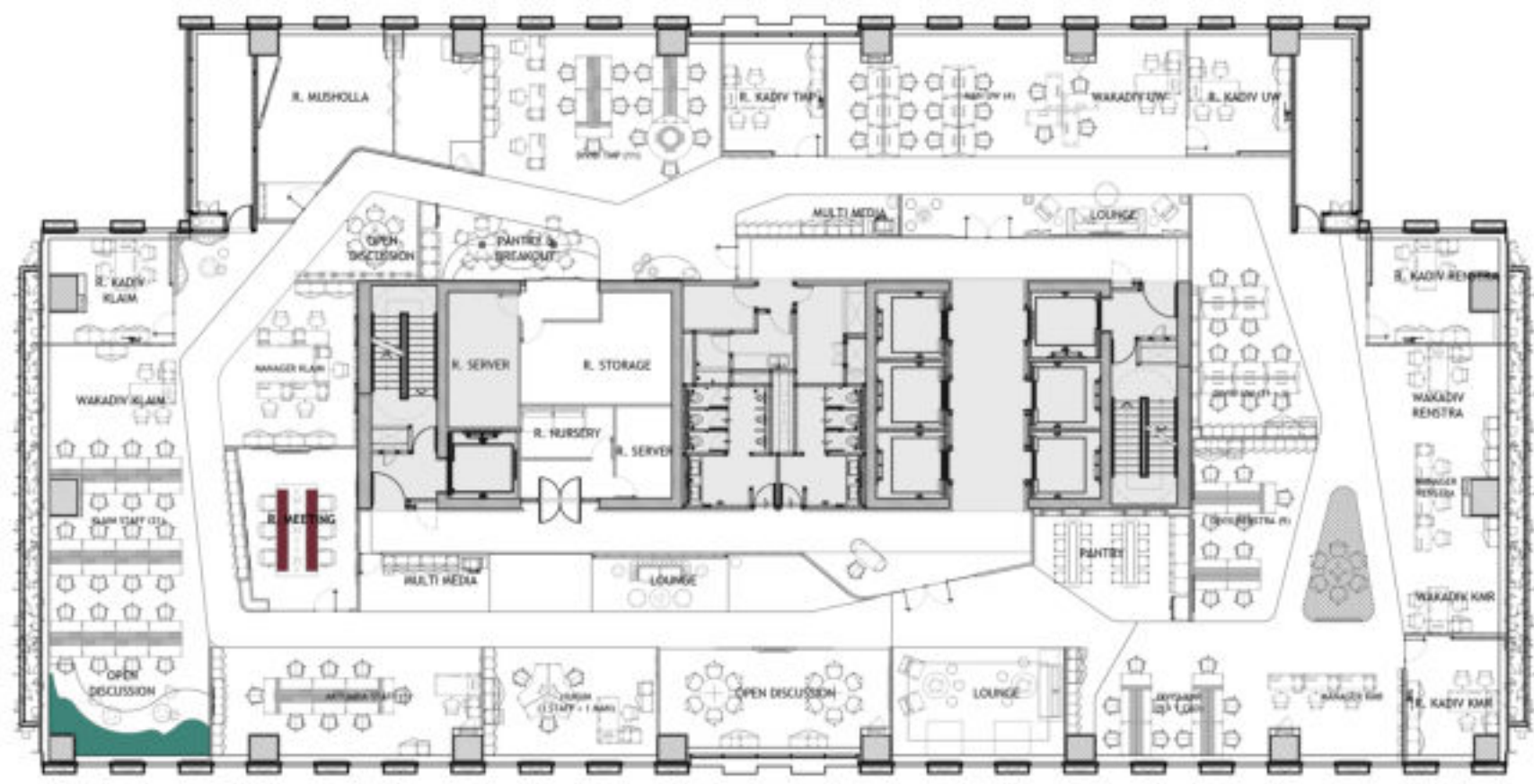
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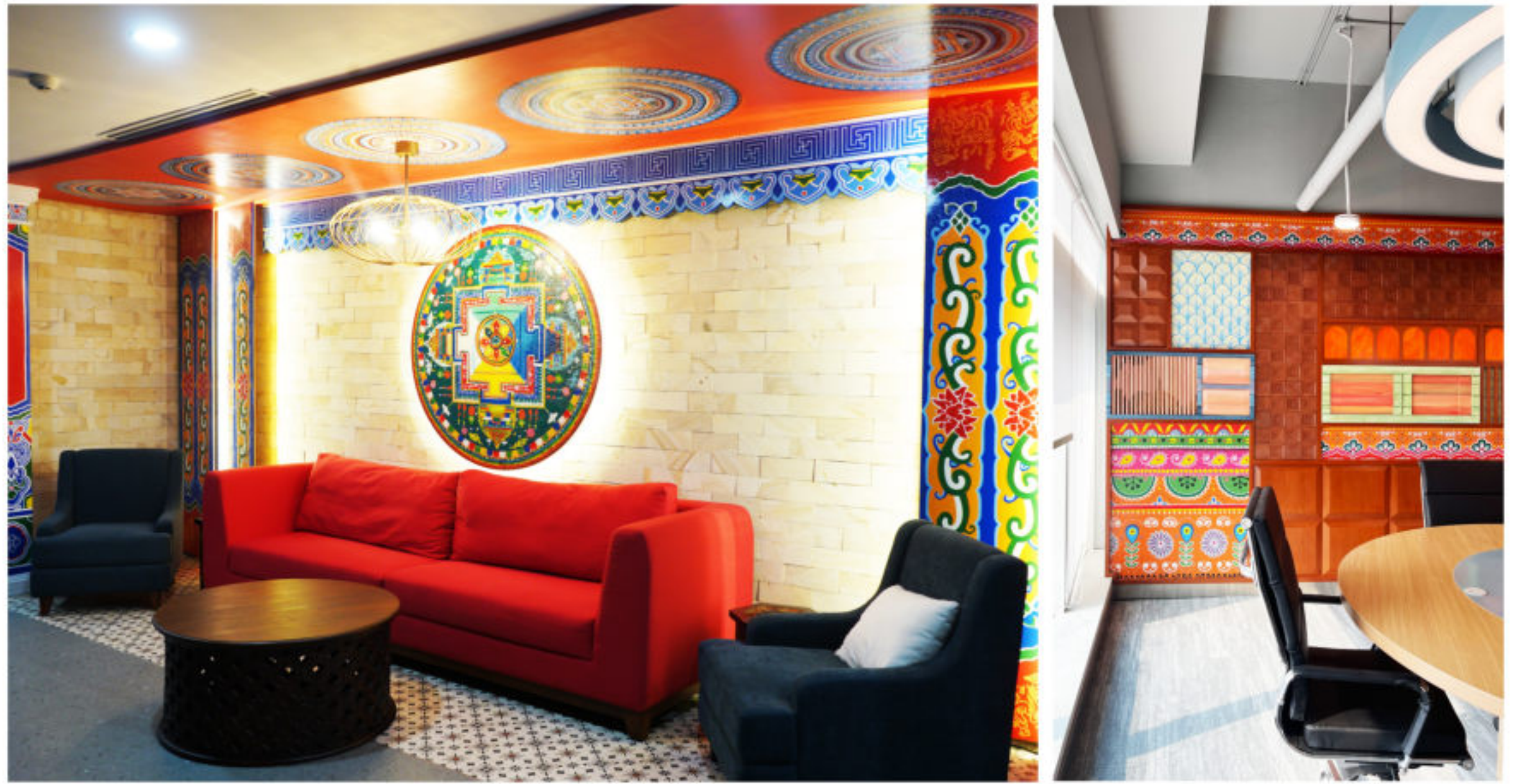
The theme for the interior design of BRINS working space is 'Around The World'. It draws inspiration from two nations, namely Rome and Greece in the 13th century BC, and four continents, namely Europe, America, Africa, and Asia in the 17th century. This period saw significant developments in insurance history. The interior design selection is based on the identity of representatives from each country and continent, taking into account their unique and beautiful characteristics, which serve as an inspirational venue. Furthermore, the interior design concept aims to showcase the characteristics of four continents and two nations, while also serving as a historical record of the two insurance businesses, namely Conventional and Sharia. The interior design comprises two floors, situated on the 35th and 36th floors of the BRilian Tower Building in Jakarta.



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We selected 11 countries for display in the reception area, work area, lounge, and pantry on each floor. With regard to the reception area on the 35th and 36th floors, we have selected Europe as the continent with the most developed countries. On the 35th floor, we selected England, home of the iconic Big Ben, which reinforces the continued relevance of BRINS. On the 36th floor, we have selected Italy, represented by the Colosseum and Shield symbol. This signifies that BRINS can protect the people of Indonesia with its insurance products.



In selecting the other areas on the 35th floor, we opted for modern countries such as America, which exemplifies the characteristics of 'Hollywood' as one of the film industry cities that became a worldwide industry in the modern era. The iconic mountain displays the face of the American leader. Nepal, with its distinctive ethnic characteristics and prominent use of red and blue. Japan was selected for its distinctive style, which incorporates natural materials such as cherry blossoms. Greece was represented by the city of Santorini, featuring the characteristic colours of sea blue, white and wood.

On the 36th floor, we selected Egypt, with its artefacts such as mummies and hieroglyphics (ancient Egyptian writing and alphabet), France with the Eiffel Tower, Switzerland with its distinctive natural features, which we incorporated into the work area to create a cool ambience, and the lounge with the Matterhorn mountain landmark. We also chose India, which we applied to the lounge area with the nuances of the Taj Mahal, and Turkey with its renowned Cappadocia tour, which we depicted in the lounge area with a hot air balloon mural.

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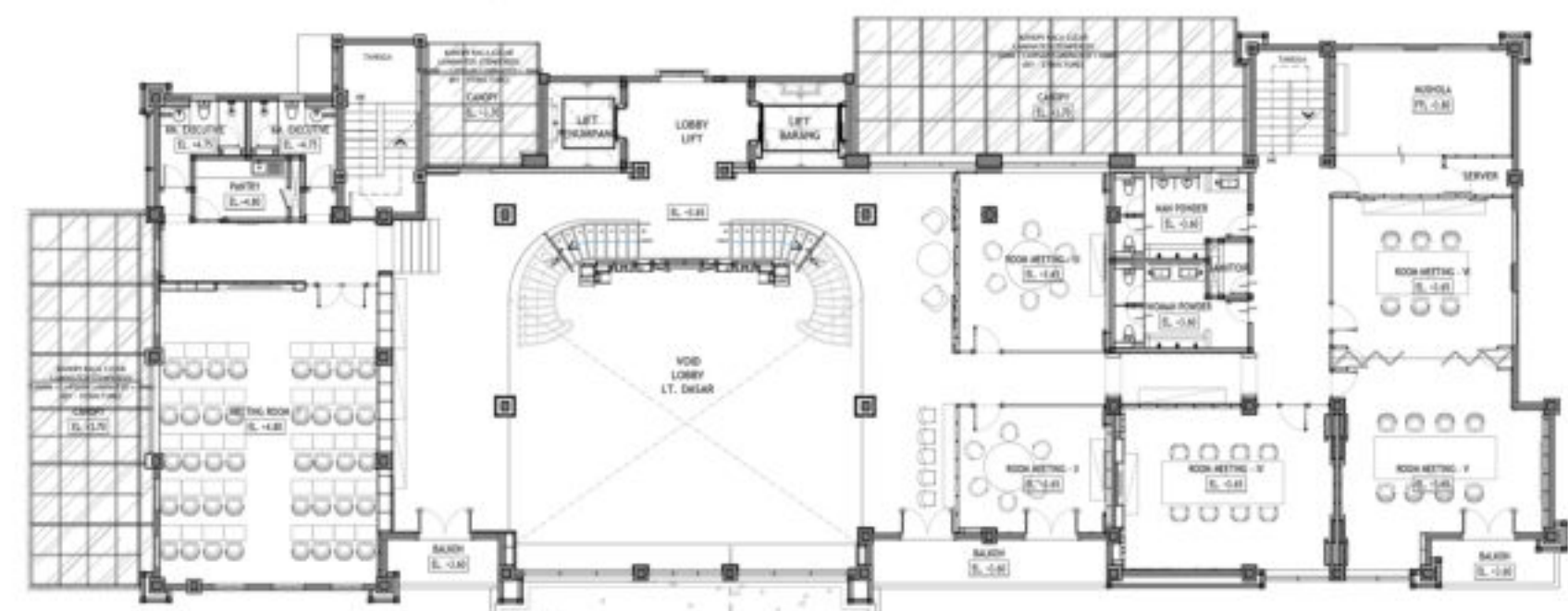
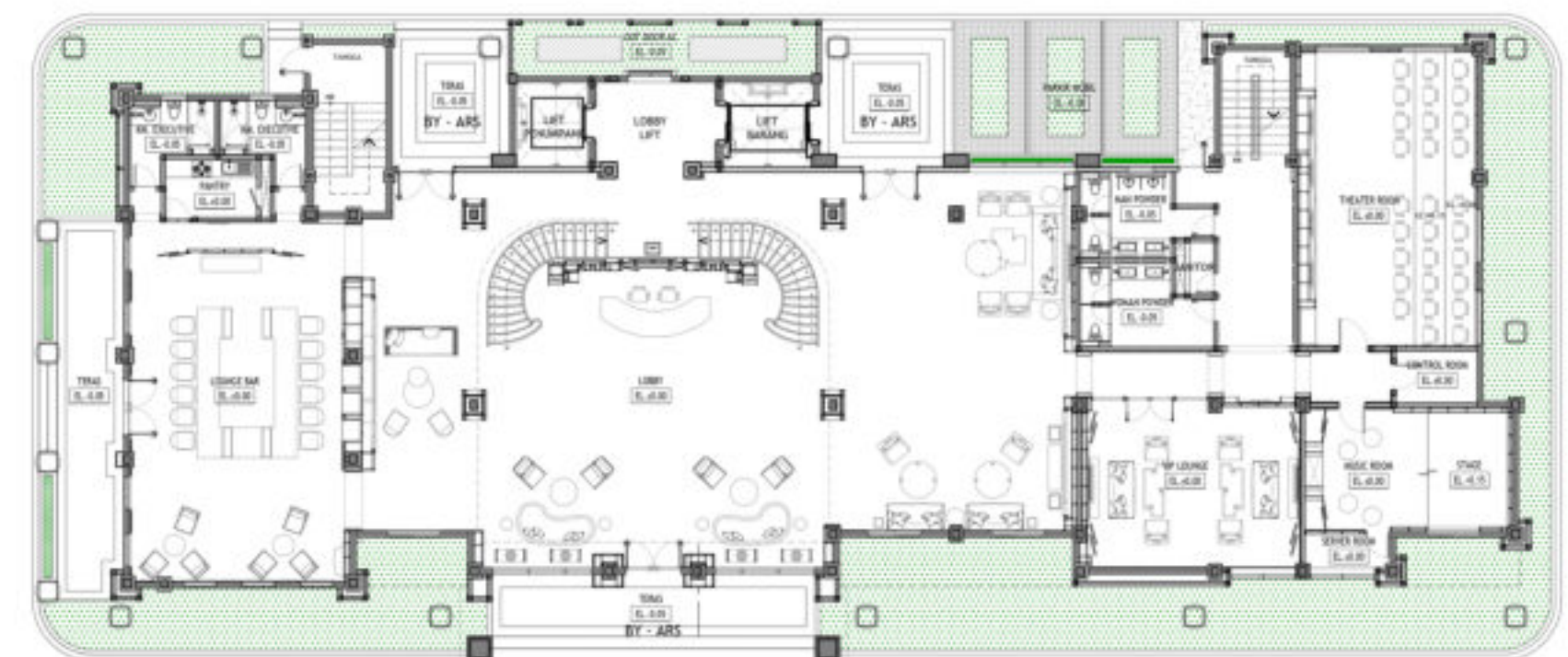
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BRILIAN CLUB

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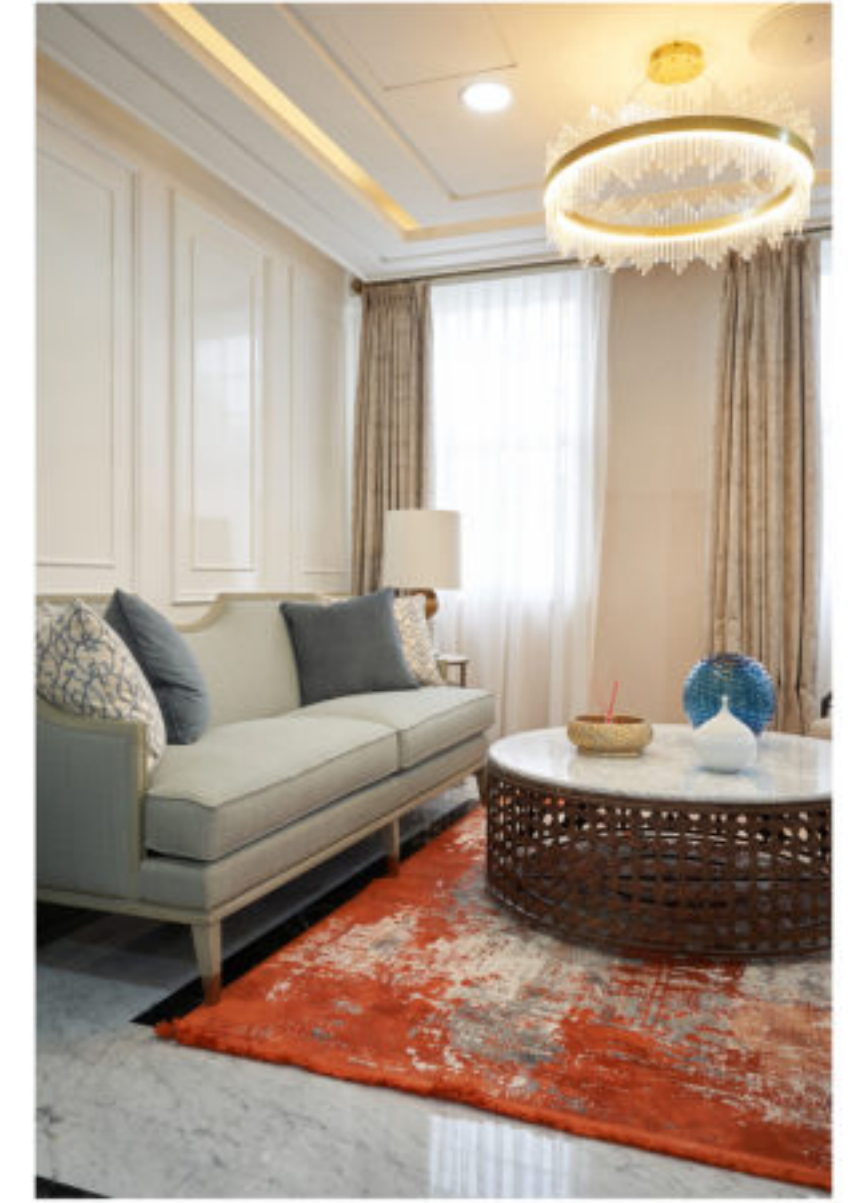
The concept of eclecticism emerged at the end of the 19th century. It involves combining elements from different eras, textures, colours, shapes, styles and even trends to create something new. We are adept at blending all styles, whether traditional, modern or minimalist. An eclectic design approach can be used to incorporate historical artefacts (or heirlooms) into a new design concept. The design comprises three floors, each with a distinct ambience, offering a unique experience to visitors. The first floor design employs a classic contemporary architectural style, the second floor design utilises a classic retro architectural style, and the third floor design incorporates a classic modern architectural style.



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The first floor design is an exemplary fusion of indigenous Indonesian culture with Hindu/Buddhist, Chinese, Islamic and European influences, offering a unique perspective on contemporary interior design. Our design approach combines classic style with cultural interior elements to create a cosy and elegant ambience in each space, offering a unique experience.



Our second-floor design fuses contemporary classic style with retro style. The use of a subtle retro style on the wall pattern creates a glamorous impression, which is amplified when combined with modern materials that exude strength and stability. This results in a sophisticated ambience that exudes classic elegance. By blending modern classic style and retro style, an atmosphere of sophistication can be achieved.

The third floor design is a combination of classic and modern elements, with colour being the main ingredient in achieving this balance. The primary colours employed are brown, beige, black, chocolate brown, grey, gold/silver, white and greyish blue.

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